



# Reaching customers in your area has never been easier!

## New FREE weekly newspaper

Drive traffic to your store or Website, without wasting money reaching people outside of Carrollwood. Every Wednesday, the Carrollwood Beacon will be inside copies of the *Tampa Bay Times* on sale at retail locations, and in home delivered copies. In addition, copies of the newspaper will be delivered for free to select households in the area.

### RATES

PCI RATE	1x Rate	6x Rate	26x Rate
	\$15	\$13	\$10

Buy more than one Beacon, you get 10% off both Beacon ads. A pick-up rate of \$10pci can be used if an advertiser picks up an ad from any of our other pubs within 6 days. No copy changes.

### SIZES

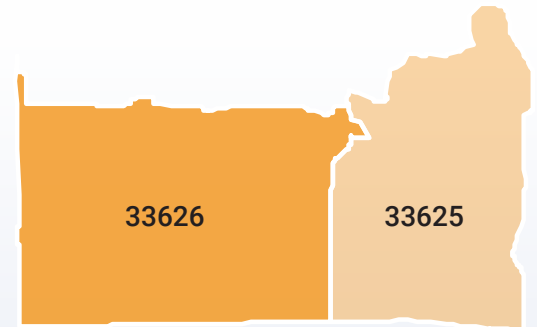
Tabloid	1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
Inches	1.53"	3.22"	4.92"	6.61"	8.31"	10"

**Full page dimensions:** 6 columns wide x 9.75" height  
**Half page dimensions:** 6 columns wide x 4.75" height



### Distribution

Citrus Park & Westchase Beacon reaches households in zips 33625 and 33626 for a total of over 17,000 copies.



### Citrus Park and Westchase's trusted source for:

- In-depth reporting on local issues
- Things to do
- School news
- The latest business news
- Deals and promotions from neighborhood businesses

**Publishes**  
Wednesdays

**Space/Copy Deadline**  
Wednesday prior, 10:30 a.m.

Custom Inserts: **16 days prior, 10:30 a.m.**  
 Preprints: **12 days prior, 10:30 a.m.**  
 Krafts: **9 days prior, 10:30 a.m.**

**TO ADVERTISE**  
 Contact your *Tampa Bay Times* sales representative or call **800.333.7505 ext. 8725**

**40,250**  
Total Readership

\*Based on industry average of 2.3 readers per copy

Published by  
**Tampa Bay Times**

**TAMPA BAY**  
**NEWSPAPERS**  
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